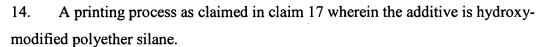
Claims

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What is claimed is:

- 1. A printing process comprising the steps of:
 - a) providing a coating;
 - b) adding a surface tension lowering additive to the coating;
 - c) printing the coating onto a substrate in a pattern;
 - d) curing the coating by electron beam processing;
 - e) applying an ink over the substrate and the printed coating;
 - f) allowing the ink to flow from the coating pattern areas to the non- pattern areas; and
 - g) allowing the ink to dry in the form of raised profile ridges.
- 2. The printing process of claim 1 wherein the coating is printed in a pattern of substantially parallel lines.
- 3. The printing process of claim 2 wherein the coating pattern is printed such that non-printed areas remain between the substantially parallel lines of printed coating.
- 4. The printing process of claim 2 wherein the ink forms raised ridges oriented along the printed coating pattern.
- 5. The printing process of claim 1 wherein the coating is a resin.
- 6. The printing process of claim 5 wherein the resin coating is clear.
- 7. The printing process of claim 1 wherein the coating is a varnish.
- 8. The printing process of claim 1 wherein the coating is a pattern of colored inks.
- 9. The printing process of claim 1 wherein the coating is a metallic ink.
- 10. The printing process of claim 1 wherein the substrate is a reflective surface.
- 11. The printing process of claim 10 wherein the reflective surface is a metallized film.
- 12. The printing process of claim 10 wherein the reflective surface is a foil.
- 13. The printing process of claim 1 wherein the substrate is a clear film.

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- 15. A printed product comprising:
 - a) a substrate;
 - b) a coating having a surface tension lowering additive, the coating printed in a pattern onto the substrate and cured using electron beam processing; and
 - c) an ink printed over the cured coating pattern and forming a raised pattern within the non-coated areas of the substrate.
- 16. The printed product of claim 15, wherein the coating pattern comprises substantially parallel lines.
- 17. The printed product of claim 15 wherein the coating additive is hydroxy-modified polyether silane.
- 18. The printed product of claim 15 wherein the substrate is a metallized film.
- 19. The printed product of claim 15 wherein the coating is a metallic ink.